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Senator Raps Tobacco-Advertising 'Code'

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Washington, July 10.—"Radical changes" must be made in the marketing of cigarettes if their sales "are to be permitted to continue," Senator Maurine Neuberger said Wednesday.

Reacting strongly to Tobacco Institute President George V. Allen's suggestion Tuesday that cigarette advertising should avoid appeals to young people, she said: "The tobacco-industry lion has labored and brought forth a mouse."

The Oregon Democrat said the institute had adopted "the individual exercise of 'good judgment and good taste'" as its "broad code of self-regulation" on advertising.

'Unhappily Confident'

"I am unhappily confident . . . that each company's concept of taste will be governed by its economic interest," she told the Senate.

She said President Robert E. Kintner of the National Broadcasting Company had written in a letter that cigarette commercials "neither appear in programs designed specifically for children nor in our judgment do they make special appeals to children."

"Surely Mr. Kintner's standards of judgment and taste are no more debased than those of his cigarette advertisers," she said. "I therefore conclude that under the standards set forth by Mr. Allen there will be no change whatsoever in the form or content of cigarette advertising."

In calling for broad changes in cigarette marketing, she said: "We do not expect an industry to preside at its own dissolution, but we expect realistic answers to fundamental challenges."

Her speech Wednesday was a follow-up to one last month in which she said she did not think the Administration needed new legislation "in order to mount an effective program to combat the rise in smoking-connected diseases."

Mrs. Neuberger said that after the surgeon general's advisory committee on smoking makes its report, probably in the late fall, she would press for administrative action that would include:

Cigarette labeling, "including warnings and tar and nicotine yields or ratings"; a requirement that all cigarette advertisements "contain affirmative warning of the hazards of smoking"; expanded research on "the biological effects of cigarette smoking and the technology of producing less hazardous cigarettes," and a broad program of child and adult education.

The senator said she would also introduce legislation that would ban free cigarette samples for minors, restrict the permissible tar and nicotine yields from cigarettes, and increase cigarette taxes "to finance programs of cigarette education and research.

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Source: https://www.industrydocuments.ucsf.edu/docs/klyk0000